Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Message Text

UNCLASSIFIED

PAGE 01 BRUSSE 01582 172255Z

14
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W
---------- 123208
R 171747Z FEB 76
FM AMEMBASSY BRUSSELS
TO SECSTATE WASHDC 6097
USDOC WASHDC

UNCLAS BRUSSELS 01582

E.O. 11652: N/A
TAGS: BEXP,BE
SUBJECT: IN- STORE PROMOTION SARMA

REF: STATE 3568 AND TELECON OF CHARLES JOHNSON OF JANUARY 19

1. FOLLOWING SERIES OF VISITS BY EMBOFFS TO SARMA (PENNEY) DURING PAST SEVERAL MONTHS,CABOLET,SALES PROMOTION MANAGER, HAS STATED THAT SARMA WILL NOT HOLD IN-STORE PROMOTION OF U.S. GOODS THIS YEAR AS ITS ANTICIPATED SALES TURNOVER QUOTE DOES NOT WARRANT IT UNQUOTE. POST HAS WRITTEN TO CABOLET ASKING HIM TO OUTLINE CONCLUSIONS OF HIS PURCHASING DEPARTMENT THAT LED TO REFUSAL BUT AS YET RECEIVED NO REPLY.

2. POST IS PURSUING TWO OTHER POSSIBILITIES AT MOMENT: C AND A (A LARGE DUTCH-OWNED CHAIN OF LOW TO MEDIUM PRICED CLOTHING STORES WITH A DOZEN STORES IN BELGIUM) AND CARREFOURS, A FRENCH CHAIN OF QUOTE HYPERMARCHES UNQUOTE -- HALF FOOD AND HALF NON-FOOD,WITH THREE LARGE STORES ALONG HIGHWAYS IN FRENCH-SPEAKING REGION OF BELGIUM.

3. THE COMPUTER PRINT-OUT OF 1400 CONSUMER GOODS SUPPLIERS, WHICH ARRIVED QFTER THE SARMA DECISION, MADE VERY FAVORABLE IMPRESSION ON C AND A MANAGEMENT. WE WILL KEEP USDOC APPRISED OF DEVELOPMENTS AS THEY OCCUR.
RENNER

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Decaption Date: 01 JAN 1960
Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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